

THE STRATHMORE STANDARD AND BOW VALLEY

**Is Your
Standard
Paid Up?**

Month and year of expiration is shown with your address. Thus, May 22, indicates that your subscription expires May 1922. Pay in advance. Postal regulations require this.

Subscription per Annum, \$2.00. Foreign \$2.50

Grasshopper Campaign

Hospital Meetings

Minutes of the two preceding meetings were read for information. The correspondence was presented by the secretary. Considerable discussion took place in reference to collecting outstanding hospital fees. It was reported the town council had passed and payment of the accounts of some indigent persons. A discussion also took place as to some definite means of forming a municipal district and a resolution was passed asking the secretary to secure Mr. A. K. Whistler to address the Hospital Board at some early date in July.

In reference to the continuance of the hospital it was moved by Mr. Stockton and seconded by Mr. Han- sen that in view of the fact that a large number of patients were being treated at present in the hospital that the hospital remain open until Monday, June 26, with the expectation of permanent continuance.

Mr. Girvin, who was appointed as chairman of the Board at the annual meeting in March, resigned, and the following resolution was unanimously passed: Moved by Mr. French and seconded by Mr. Stoodley, that Mr. R. S. Stockton be chairman.

To fill the position of the retiring secretary, Rev. T. Phelps, it was also moved, seconded and carried that the Rev. A. Currie be appointed sec-

A resolution was passed thanking her retiring secretary for his faithful services during the past year and a half.

A resolution of appreciation was passed for Miss Hunt for her efficient work as auditor.

A motion was passed calling for the next meeting of the Board on Saturday, July 8, at 2 p.m.

A motion was also passed leaving the matter of engaging a second patronizer, and the salary of the patron in the hands of the executive.

9

HERVEY NEWS

Persons are getting sickly (said to be) from the heat and rain. Others are getting pickier and still others are getting more opinionated. The demand for the hair is so great the supply has been exhausted. The hairdressers have been camping right on their tails.

The V. P. A. held their regular meeting Wednesday evening, when several interesting items came up and were discussed.

Mr. and Mrs. J. F. Lewis and Mrs. McNeel went to the Canandaigua Hotel, where they will remain for the week. They are here on the heels from the big data which supplies the irritation for the south.

They also called at the Sinclair Hotel, where they will remain for a practically the same stage as here, but transients, not more numerous than the neighborhood.

Mr. Julius K. Schick recently heard a large deaf clamper from the Pacific Electric Elevator Company and can now take a load of ten or more than one at a time for the pay for the shopping.

Frank Aier made a call on Sunday at the Laycraft ranch and surprised his sister, Mrs. Aier.

NOTICE

A regular meeting of the Nightingale Athletic Association will be held at a Nightingale hall on Saturday, June 4, at 8 p.m. sharp. Auditors' report to be read and the holding of a Sports day to be discussed, along with general business. All interested are requested to be present.

W. D. ANDERSON
Secretary

The Best Deal In The Store To-Day

6 Packets Nu Jell (any flavor), Value .75
1 Genuine Aluminum Jelly Mold, Value .75

\$1.50

Special Deal 98c
for 1 Jelly Mold and 6 Jelly Packets Jelly.

These molds are the very best. Nu Jell is one of the finest jellies packed and each packet contains 4 oz. net weight.

Strathmore Trading Coy. Ltd.

G. Frank Butler, Manager

STANDARD'S 'TRADE-AT-HOME' CAMPAIGN

Women Control Town's Destiny

It has been said that the hand that rocks the cradle is the hand that rules the world, and nowhere is this more literally true than in the world of trade. The woman is the purchasing agent of the household and man, as a rule, is very glad to have her handle the job.

Because they do by far the greater part of the buying in any community the women have a responsibility that they do not always appreciate. The women of a town, through their buying power, can make or break the merchants of the town and as a natural consequence they can make or break the town. It is in their power to make it a prosperous town or a dead town. When the women of a town acquire the mail order habit, the town may just as well begin making arrangements for its own obsolescence.

HARD TO UNDERSTAND

Just when a woman, who is a shopper by instinct and a shrewd judge of values in merchandise, should succumb to the lures of the mail order house it is difficult to understand, but unfortunately some of them do. No one knows better than the woman who has had some experience in the buying of merchandise how difficult it is to distinguish between the genuine and the imitation even after a close inspection. In fact, this is the exception rather than the rule. The merchants know it and expect it. They expect a woman, if she is a good shopper, to "look around a little".

If a woman would walk into a retail store and purchase the first suit that she tried on, for instance, the shock probably would prove fatal to the store.

keeper or saleswoman. The chances are that she will try on a dozen suits and look at as many more before she selects one that suits her taste or pocket-book, and the saleswoman is not only expected but wishes her to do this. He wishes her to be satisfied as he knows that a satisfied customer is the best advertisement he can obtain.

TAKING A CHANCE

This same woman, however, may order a suit from a mail order house on the strength of nothing more than a pretty picture and an alluring description. She has not even the opportunity to try it on, to say nothing of the chance of examining the fabric, noting the exact shade of color, the material and inspecting the workmanship. She is taking chances on the suit fitting her, on the material being good and durable, the shade becoming to her and the workmanship of such a character that the suit will not fall to pieces. The woman who takes such chances cannot be called a shrewd shopper.

It might be more easily understood why mere man, unacquainted and averse, as a rule, to shopping excursions, should fall a victim to the catalogue habit. He might find it easier to order from the picture in the catalogue than to go to the store and look for the article that he wanted, or he might take the position that he wouldn't know what he was getting anyway if he went to the store and he might as well take a chance on the mail order gamble, but why the woman who knows what she wants and knows that she is getting what she wants when she gets it, should buy on the "right unless" plan—that's another question altogether.

ARDENOE NOTES

We are glad to report Mrs. Treva Den is improving.

The recent rain has brought many smiles about this district.

An enjoyable meeting of the U. P. W. A. was held at Mrs. Jim Gehard's last Wednesday. After the regular routine of business a delicious lunch was served by the hostess. The members are all asked to attend the next meeting at Mrs. Charles Dawson's on Tuesday, June 20, at 2:30 p.m., when Mrs. Houghton and Mrs. Dawson will be the full demonstration on tanning of meat and packing of eggs. This is something that should interest each and every one of the members, as they are all asked to remember the date.

PARTY FROM SWEDEN ON

THEIR WAY TO SEDEGWICK

Quebec City, June 6.—A party of 37 Swedes arrived here on board the new Canadian Pacific steamer, Montrose. They are proceeding west to Sedgewick, Alta., where they will engage in farming. This party forms the vanguard of a large influx which is expected from the Scandinavian countries this year.

Grain Rust

(Experimental Farm Notes)

The greatest enemies of the grain growing are the rusts. Every year losses in Canada alone run into millions of bushels. Several rusts attack grain, but by far the worst damage is done by the stem rust. Forms of this rust attack wheat, barley, rye, oats and many grasses. It is more severe on wheat than any other cereals, especially in Western Canada. Farmers speak of red and black rust, but these are only names of the stem rust. Another stage of this rust is found in all varieties of the common buckwheat, a shrub sometimes planted for ornament, but which is not native to Canada east of the Rocky Mountains.

Rust is due to a fungus which is spread on grain chiefly by seeds, or spores as they are called. These settle on the leaves or stem and send threads through the surface openings through which the plants get their food. The threads of the fungus grow in the spaces which carried water to the plant and thus spread the rust to other plants. Later black-winter spores are formed, which, in the spring, may attack common barberries, but not grain. The threads of the fungus in the tissues steal the food made by the plant, so the kernels of the grain shrivel and do not fill. The action of spores also break the skin to reach the surface, and thus the hot winds of summer tend to dry out the plants. Moisture is necessary for the spores to grow, so that rust is worst in wet seasons.

How does the rust live over the winter? It is certain that the black spores can live over the winter and start the stem rust on the common barberry in the spring from which it easily spreads to grasses and grain. The red spores blown from wheat fields to the south are doubtless another source of the origin of rust. In the early summer it is not known though with our present knowledge the rust seems to be most important.

What can be done to prevent rust? As early maturing grain escapes rust so early sowing is advisable and also the use of resistant varieties. A variety of good quality and yield should be used in preference to late maturing ones. All the varieties of bread wheat commonly grown in Canada are very susceptible. Kona, a bread wheat, introduced by the U.S. Department of Agriculture, shows marked resistance to stem rust, but is very susceptible to leaf rust. Some of the Durum, or Macaroni wheats, as Kona and Monard, are very rust resistant, but whether these or Kona are suitable in other respects for conditions in Canada has not yet been proved. At present there is nothing to recommend to take the place of Margalit for general use in Western Canada.

The most promising way of combating rust is along the line of plant breeding for rust resistance, the development of a wheat possessing rust resistance and other qualities that would make it suitable for Canadian conditions. Some work is being done this line, but the very best wheat raised from rust call for further and longer efforts.

W. P. FRASER,

Plant Pathologist,

Division of Botany

WOMEN'S INSTITUTE

ANNUAL CONVENTION

The annual convention of the Women's Institutes is in progress this week at Calgary, and will last until Saturday, the convention of Girls' Clubs being held the last two days of the week.

The Strathmore Tennis Club paid a visit to Rockyford on Wednesday, June 7, engaging in a series of games with the local club. The weather was rather windy, but remained fine enough to play and although the Strathmore players failed to win a game a thoroughly enjoyable afternoon was spent, and several of the games were evenly contested, a decision not being arrived at until a hard struggle had ensued.

The Rockyford hospitality was appreciated by all who made the journey. A return game is expected on Wednesday, June 21, on the Strathmore course.

RAINFALL WINDERMERE HIGHWAY TO BE COMPLETED SOON

Ottawa, June 6.—The sum of \$166,000 for the Rainfall Windermere highway has been granted by the federal government. A large portion of the road has been completed and it is expected the whole highway will be finished this year. It is believed that when the work is completed it will increase Canada's tourist traffic by \$2,000,000 a year.

For Fun or Business

comfort or dress occasion there is no better or more satisfactory Clothes Service than that of

HOBBERLIN CLOTHES

(Made to Measure)

There are many occasions when a man must be at his best. Our Made-to-Measure Tailoring fits the man for the occasion—puts him, at ease because he knows he is dressed correctly in every detail in clothes of distinctive appearance.

MEN'S STRAW HATS
BOATERS STRAWS | PANAMAS
\$3.50 and \$4 | \$4, \$5, \$6 and \$8

MEN'S COMBINATION UNDERWEAR
Up to date fabrics and styles. Prices ranging from \$1.50 to \$8.00

Full Line WORK SHIRTS, WORK PANTS, OVERALLS, etc. Priced right and the BEST MATERIALS.

MEN'S CANVAS SHOES—Colors Brown and White, Leather Sole, Toe-cap. Good Quality. The Prices, \$2.50, \$3.50 and \$4.50.

10 Pair only BOYS' MULE SHOES, White Elk Sole. Just the thing for hot weather. Sizes 1, 2, 3. Regular \$3.50. To Clear at \$1.95

EVERYTHING IN MEN'S WEAR

Thos. E. Wright

MEN'S OUTFITTER STRATHMORE

VISIT DOBBY'S

When you come to Strathmore or any time you are down town.

Ice-Cream, Candies, Fruits, Cigars, Tobacco, Etc.

How Is Your Stock of

LETTERHEADS
ENVELOPES
BILLHEADS
BUTTER WRAPPERS
NOTE OR MEMO HEADS
STATEMENTS
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COUNTER CHECK BOOKS
LOOSELEAF Accounts and Systems.

Place Your Order with
The Strathmore Standard
before your supply in any line of Printing is used up.

Phone 17 Means Service

BUTCHERS

QUALITY SHOULD BE first consideration when ordering meats. Our large stock is well kept, fresh and wholesome, and we guarantee you of satisfaction on all meat bought here.

HONKER

MEAT MARKET

STRATHMORE MEAT MARKET
Choice Fresh and Cured Meats of all kinds.
Phone 40
BOERTZ & McDONALD

DRUGGISTS

THE REXALL STORE is criterion for purity and wholesomeness in proprietary medicines. You get the benefit of an international service when dealing at this store. Let us meet your drug and prescription requirements.

THE REXALL STORE

W. C. MARSHALL

Department Stores

OUR WEEKLY ADVERTISEMENTS bring to our customers new and interesting merchandise at lowest possible prices.

FOX'S

OUR BUSINESS CONNECTION in Strathmore is proof of a satisfied clientele. Here we endeavor at all times to anticipate your requirements and in all departments we are your patronage on a basis of Quality, Service and Price.

THE STRATHMORE TRADING COMPANY, LIMITED

SHOE REPAIRING

STRATHMORE SHOE HOSPITAL. We repair all varieties worn shoes. Our prices are reasonable. Our shop is equipped with modern machinery, this assures you speed and service. Bring your rubber heels.

G. NERBRING'S

Confectioners

WE INVITE YOU to purchase our delicious confections, chocolate, pure ice cream and third-cream cake obtainable at this store. We carry every well-known line of confectionery manufacture. "Purity plus Excellence."

DOBBY'S CONFECTIONERY

FINEST CANDIES, Delicious Toffees, Boxed or bulk. Pure Ice Cream, Buns, Cakes and Cookies.

HAARSETH'S CONFECTIONERY

STRAHMORE

GARAGES

FORSON TRACTORS Ford Cars — Ford Trucks Large stock of accessories We repair and overhaul all makes of cars.

W. C. BROWN

THIS SUMMER

you are possibly contemplating the purchase of a new car. If so we would be glad to tell you the good points of Dodge, Chrysler, and to demonstrate for you. Repair service to all cars.

H. W. B. BELL

HARNESS, ETC.

MAKE THIS STORE YOUR HEADQUARTERS for harness and saddlery. Trunks, Bags, Suit Cases, Mitts and Gloves. Our knowledge of shoe business is your assurance of satisfaction. We repair and overhaul all good goods bought here.

We specialize in repairing.

JAS. SAUNDERS

JEWELERS

YOU CAN'T BEAT IT FOR SERVICE

Bring your jewelry in for repairs and when you want and I will guarantee you the best work. Money-Save Trouble. Keep your local Jeweler happy.

DAVIS

INSURANCE

FOR REAL ESTATE SERVICE
L. B. O. LOMELL

PAINTERS

MONEY spent in paint is as good as in the bank. For papering and painting of buildings, signs and carriages see ED COLLINS, Painting Contractor STRATHMORE

MEN'S WEAR

THE PROGRESSIVE MAN spends his money in his own community. This up-to-date Men's Store caters to the dress requirements of the progressive man. Our stock is the latest in Style, Quality and Serviceability.

THOS. E. WRIGHT

HARDWARE, Etc.

IF IT'S HARDWARE we have it. If we haven't it we will get it for you. If we can't get it it isn't made. This is our business policy, coupled with the fact that reasonable prices prevail here in all departments.

BARBER & CRADDOCK

AT THIS STORE

you will find a large and well assorted stock of Shell and Hard Hardware, Paints, Varnishes, Stoves, and Paints, Oil, etc., etc. Our delivery service is unrivaled, will keep your money in the community.

STRAHMORE HARDWARE

GROCERS

M. B. GARRETT Pure Food Products Groceries — Provisions Flour and Feed Phone 62

"The Quality Store"

LET US SUPPLY

your home with fresh Groceries daily. Our stock is large and well assorted and our service and prices will satisfy the most discriminating buyer.

Phone 14

STRAHMORE BAKERY

Melon-Growing in the Okanagan

There is a certain market-garden at Summerland, a little west of the shore of the Okanagan Lake in British Columbia, who has made his ten acres famous for cantaloupes, egg-plants and tomatoes. He has five acres of cantaloupes from which last season he picked 1,200 bushels averaging 4 cents a bush.

They are grown on the usual "half" system 5 x 2 ft. apart and well-rotted mixed farmyard manure is applied in the spring. Great care has to be taken that the melons are not irrigated with the water.

The grower's "water suit" is said to be his own seed and he has bred distinct strains of pumpkins, cucumbers and melons. The "Hoodoo" cantaloupe is improving every year.

The seed is sown under glass in the field and is transplanted twice before being set out in the field.

Between the 5th and 10th of June, it is then ready to fruit at the end of August.

Egg-plants and peppers are grown in the field, too, in a small way, and about a acre of the first and the second of the latter is grown and shipped regularly to certain stores in



Mr. A. McLachlan in his winter lettuce house, Summerland, B.C.

Mr. A. McLachlan has acquired a taste taken when irrigating the melons. From is acre of early slicing-cucumbers the grower makes at least 2 pickings in the season, taking from 110-120 boxes of each picking. These average a clear profit of 7 cents per box, the price varying from 60 cents up to \$2.00 according to season.

Another highly profitable line followed by the same grower is early lettuce under glass. Last Christmas he saw one of the greenhouses (18 x 60 ft.) full of lettuce for the Christmas trade around Summerland, about \$10.00 of it and this year he will command a sure and steady market.—H. G. W.

FRESH FISH

Arriving Every Wednesday Afternoon from Vancouver.

STRATHMORE MEAT MARKET
BOORTZ AND McDONALD

WHEN IN TOWN

Get your meals at the King Edward Grill.
For Service, Civility, Quality and Price our Menu is unexcelled.

King Edward Grill

Most Up-to-Date Restaurant in Strathmore

KING EDWARD HOTEL
STRATHMORE

THE COMMERCIAL HOUSE

Make the King Edward your headquarters when in town. Steam Heat, Running Water, Etc.,
Special rates for workmen. Suites to rent by week or month.

Arthur Westmorland, Manager.

Brighten Your Home

A Large Variety of Colors
Kyanise for Every Purpose



Alabastine in All Colors

THE

Strathmore Hardware Co

A. B. FOOTE

Phone 54

Phone 54

Local Hottings

OF LOCAL INTEREST
Readers are requested to send in items for this column not later than 12 o'clock Monday noon preceding day of publication. All local news items are welcomed by the Standard. Phone 17 or 18.

Mrs. J. D. North will entertain the Strathmore Women's Institute at her home on Wednesday, June 21, 1911, call, Current Events. Subject: "The Infestation; Discussion: Travel Talks."

Mrs. Wey left on Saturday on Monday evening to represent Strathmore at the Women's Institute convention being held there. Mrs. E. Hall will represent the constituency. Other members will also be present.

Mrs. W. McLagan was a weekend visitor with friends in Calgary.

Citizens will note how green the Municipal hall lawn is becoming.

It has been represented that many half insurance inspectors are at present in the district.

Fred Moore, well known farmer man of Strathmore, left last week for the city.

U. F. A. SERVICE
The annual observance of U. F. A. Sunday in the United Church will take place next Sunday at 7:30 p.m. All farmers are specially invited.

Mrs. F. R. Lilly and daughter Jean returned to Strathmore on Sunday, having been on an extended visit with relatives at Eugene, Ore.

The Editor of The Standard arrived last morning evening after a short visit to Ottawa, where he attended the annual convention of the Canadian Weekly Newspaper Association in succeeding issues of The Standard he will recount some of his impressions, political and otherwise.

Meers, C. F. Butler and H. W. B. Bell are at present in Edmonton attending the sessions of the Masonic Grand Lodge of Alberta.

Gleichen Wins
Friday's Ball Game

On Friday, June 5, Strathmore ball team journeyed to Gleichen to play the return game with the team they had previously beaten. This time, however, the game went to their opponents.

In their first game with Gleichen, Strathmore won a victory with the score 8 to 4, all players playing exceptionally good. This time the victory was Gleichen's, with a score of 16 to 7.

It is hoped that this game will tend to encourage our team to greater efforts in the future, rather than discourage them. Strathmore this year has one of the best teams it has had for some time and should receive the hearty support and co-operation of the citizens of Strathmore and surrounding district.

The lineup and score of the Gleichen game are as follows:

The lineup and score of the Gleichen game are as follows:
Gleichen — McArthur 2b, D. James 3b, Gamble c, B. James cf, O. Wilson 1b, Quinnell ss, Lewis rf, Stevenson p. Home R.

Strathmore — Gray ss, Jones 1b, Anderson c, Breen 3b, Baker 2b, Seabloom p, Giroux cf, A. Gray rf, V. McArthur 1b, Strathmore 7.

A New League

Inquiries have been made as to the cause of the excitement on Main street during the afternoon and early part of the evening. On following the crowd and investigating the cause we have discovered that a number of the business men have formed a "home show league, which at present is in a very thriving condition. The Messrs. H. Anderson & Sons have very kindly set apart a portion of their business property for this purpose.

It has been suggested that business men at all should try a few games over Anderson's green to get the proper swing. It is also rumored that the ladies also intend to form a league so as to keep in trim for next season's bowling. The sporting spirit of Strathmore is sure in the lead.

FOX'S STORE

Phone 28

THE STORE

Phone 28

SERVICE AND QUALITY

It Pays To Pay Cash At FOX'S

Grocery Dept.

JELLY POWDER

The season for Jelly Powder is here. We have the pick of the market for flavors and quick setting.

McLaren's Irresistible, true flavour, pkt. 10c

Lipton's Gelatine Jelly Powder, as good as ever, per pkt. 10c

Jell-O, NEW PRICE, per pkt. 10c

Tuxedo Jelly Powders, 3 pkts. 25c

Arab Jelly Powders, 3 pkts. for 25c

SOME TIT-BITS

Just The Things For Your Picnic Hamper

Potted Meats, Libby's 10c

Sausage, 1lb can 35c

Cream Cheese, pkt. 15c

Cream Cheese, jar 40c

Apple Butter, glass 25c

Stuffed Olives, Libby's 35c

Chicken, 1lb can 50c

Shrimp Paste, jar 30c

Skipper, Sardines, 2 tins for 35c

Grape Juice, Welch's, pints 40c

Blackberry Jam, glass 30c

Apricot Conserve, glass 30c

Strawberry Jelly, glass 30c

Choice Selected Pineapple, 2 pound tins 35c

1 pound tins 35c

Hunt's Gold Label Sliced Peaches, 2lb tins 35c

Salted Cheese Wafers, per pound 35c

Christie's Fruit Ginger Bread, per pound 25c

BREAKFAST FOODS

Grape Nuts & Krumbles, per pkt. 19c

Shredded Wheat & Toasted Wheat Flakes, pkt. 15c

Post Toasties & Kellogg's Corn Flakes, 2 pkts. 25c

Krinkles & Quakes, per pkt. 10c

CHILDREN'S DRESSES

Prints and Gingham, Reg. \$1.95 Special \$1.50

Children's Summer COMBINATIONS

Bloomer style, also loose knee, 75c & 85c



Men's Wear Dry Goods Dept.

Absolutely Free—An

Extra Pair of Pants

with every suit made to measure at \$25.95

A big range of patterns to choose from.

Made any style and

FIT GUARANTEED

\$26.95

DRESS SHOES

A shipment just to hand

Of Black and Brown, made on recede toe last.

With smart toes, also on broad rooney lasts. We can fit your foot as it should be fitted.

One Price \$7.50

HATS & CAPS

We have a nice range of men's hats, choice of colours, brown, black, blue, green, etc., all sizes.

Prices range from \$2.50 to \$4.50

Straw and Panama Hats in great variety from \$1.25

Fit-U-Caps, can be adjusted to any size from 6 1/2 to 7 1/2. There is a variety of styles and patterns, etc. Prices range from \$2.00

UNDERWEAR

B.D.V. Union Suits, \$1.50

at Ballbriggan Union Suits \$1.95

at Merino Union Suits, \$2.50

at

SEE OUR SPECIAL

WINDOW DISPLAY

of Gossards & Nussli Cloth. Special prices for this week only.

Reg. price, yard 45c

SPECIAL price, rd 40c

GOSSARD CORSETS

Gossard front lace corset, 4 lovely corset in pink & white broadcloth. We have a number of large sizes.

Reg. Price \$4.75 to \$7.50

Special price to clear \$2.95

LADIES SUMMER VESTS

A nice quality, 3 for \$1.00

COMBINATIONS

Ladies Forsyth Athletic Combinations, Reg. \$1.95

Special \$1.50

CHILDREN'S MIDDIES

Special for this week only, Reg. \$1.75, Special \$1.25

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NIGHTINGALE NOTES

The Nightingale annual musical and literary programme of the Women's Institute will be held at the home of Mrs. Meyer on June 22nd. The ladies of the Institute are promised a real treat 1 mile way of music and reading, so all should make it a point of being on time.

C.F.A. Sunday will be held on June 18th by the Rev. Mr. Gordon. This will be Mr. Gordon's farewell service as Nightingale has been cut off from the Tudor circuit. Nightingale is to have a local minister who will hold weekly services. It is hoped that the Rev. Mr. Chappel will arrive in time to conduct the children's day service on June 24th.

Counter Check Books

Why give your order for Counter Check Books to an outside man when you can get the same goods at home for the same money, with a better service. We are agents for some of the largest Counter Check Book firms in the Dominion of Canada, and will meet any prices you are offered.

The only difference it makes to you is that the commission stays at home instead of going outside.

Phone us and we will show you samples and quote prices.

STRATHMORE & BOW VALLEY STANDARD.

Better go now to your neighborhood drug store and obtain Dr. Pierce's Favorite Prescription in tablets or liquid. Write Dr. Pierce's Invalids' Hotel, Buffalo, N. Y., for free medical advice, or send 10c for

We wish to thank the public for the way in which they have supported us in our half-holiday from the New Year to this date.

We will still be closed every Wednesday afternoon, as per the Early Closing Bylaw, but every other day in the week we are in a position to meet your wants and every requirement in price, quantity, and quality.

SNAITH & GARDNER

Confectionery

Ice Cream

Teas, Etc.

All First-Class, Clean and Homelike

at
HAARSETH'S CONFECTIONERY

Now Open for Business in Opera House Block

J. Haarseth

Proprietor

BREAD & PASTRY

Now that the weather is warm it is not to your advantage to keep a fire in all day for bread and pastry, nor is it to your advantage to buy bread and pastries which have been carried long distances.

For satisfaction and economy buy bread and pastries made in Strathmore from

Mrs. Darby's Bakeshop

THE STRATHMORE AND BOW VALLEY STANDARD

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U.S.A. & Foreign \$2.50

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Terms—Small or transient advts. cash with order. Contract ad. accounts due 1st of month following insertion. Changes of price—advances must reach this office not later than noon each Monday.

Notices of entertainments, meetings, sales etc., which admission is charged, articles sold, or a collection taken, with the exception of actual church services, will be charged for at regular advertising rates.

The Publisher is not responsible for opinions expressed by correspondents.

Value of Milk

Used As a Diet

Some Pointed and Pertinent Queries for Dairywomen

The chief duty of the milk specialist is Helen G. Campbell, of the Dairy and Cold Storage Branch of the Dominion Department of Agriculture is to disseminate information on the value as a food of milk and dairy products generally. This is fulfilling her task, her recently published pamphlet entitled "Why and How to use Milk" is abundant proof. Mrs. Campbell deals further with the subject in the May-June "Agriculture" under the heading "The Dietary Value of Milk." In this article, backed up by the universally acknowledged authority of Dr. E. V. McCollum, of Johns Hopkins University, it is shown how milk adds to the nutritive value of cereals in the body building, and consequently how important its generous consumption is to children particularly and to adults generally. Milk in any form contributes

to the making of bone and muscle and to the preservation of health. It contains the elements that our system most requires, such as mineral matter, lime and phosphate, and to a lesser extent iron, and a pleasant and necessary quantity of fat. It is helpful against anxiety and promotes a clear, healthy skin. It is the main sustenance of the infant as well as of the invalid in many cases.

In dealing with the subject the author puts some pointed questions which it would be well if every milk producer could answer in the affirmative. She asks for instance, if as much care as possible is exercised to keep the milk from contamination, if covered milk pails are used, if

The hamlets of Cluny and Standard have been incorporated as villages.

Edred

When figuring what you would save by buying a Ford in preference to some other car don't stop at the purchase price—important though this saving is. The big saving is on gasoline, tires, oil and repairs. No other car can be operated at so little expense. No other car will give the same uniform service and satisfaction. No other car will last as long and ask so little in return as the Ford.

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To Save the Children



A group of Russia's starving children such as are being saved from death by Canadian contributions.

Russia's government may have stored; but her little children have not. Russia's people, a vast horde, but doubly homeless, if at all of social responsibility other than that which each man felt for his own immediate family, may have brought added trouble and disorganization to a war-shattered world. Her little children had nothing to do with it, and yet it is the little children of Russia that are faced with the hideous, over-powering horror of it. They are not facing it; it is too great for them, in millions they are tottering to the ground to end their short lives of unrelieved horror in one last agonized spasm.

In the famine-stricken provinces of Russia there are, or were, 35,000,000 people. Millions already have died of starvation. Now say ten millions more must die. That includes men and women, patients, humble peasants who have had a hand, no thought, in the making of the unpalatable conditions that have swept over their once happy land. These know they must die, are almost content to die, finding in death the end of suffering and the cessation of their agonies.

But their children—the parents as human beings, if they were more than the long protracted death agonies of their little ones would still be unbearable. To most of them there comes a too great. The task of feeding their children in a famine-stricken Russia is too great; they die and



This little chap, left alone in the world, crawled into a deserted cottage to die.

their children are alone to wander about the children in quest of some thing, anything to devour. Little laws that should be the protectors of children die in the ground for roots, except when the ground is frozen, and misshapen little trees crawl from refuse heap to refuse heap to see if one small, eatable fragment may not be over-

Again, if they were animals it would be different, and easier. Instinctively they would know how to wrest a living from Mother Nature. But little children must be fed. They must have food found for them, and in Russia there is none, as they must die. Death is not the worst of it. If a peaceful death were all they suffered, it would not be so bad. It is the hideous horror of the drawn-out struggle, and it is in helping little children that are suffering. They are suffering to-day and will find it more to suffer to death, unless some of the world have their selfish pity for help, and give that help quickly. It will be too late for countless thousands of children. The call has come in Canada with evidence far too horrible to print. The photographs reproduced herewith must suggest others, more dreadful, that cannot be published.

What Canada, land of happy, healthy children, heed the call? The appeal is being raised in Canada. The "Share The Children Fund" has opened an office in the Queen Building, Ottawa, and the Canadian people are urged to send subscriptions now to Sir George Burr, treasurer of the fund at 410 Bank Street, Ottawa. For a child for one month; \$500 will feed a hundred children until next harvest. "He gives twice who gives quickly."



Saved from death by the humanity of those who have already contributed to this fund.

Italy's New Riviera



Two regions can boast of so great a variety and so large a number of islands as Italy. In the hands of the bounty of Nature and the activity of man have created in the Venetian Gulf, before the war some of these resorts were flourishing and popular. They crowded in crowds the fumes of the aristocracy of the nations, from the most distant countries beyond the ocean. They went there as to a charming refuge from the freezing climates, or as to an oasis where they could rest in physical repose and intellectual enjoyment from the worry and stress of the daily fight for life.

The fury of the war-storm and the incalculable dimensions of the long conflagration have naturally had a discouraging effect on the movements of visitors, and for several years there has been only a desolate desert where formerly life had triumphed in its most fascinating expressions of joy, beauty and splendour.

A journey in this beautiful country, now in full process of re-creation and development, affords most attractive attractions and rich and varied material for observation.

Take Abbiadori, for example. Abbiadori, on the eastern coast of Sicily, slopes gracefully at the foot of the snow-capped Mount Etna, where the sun is warm and the air is pure, and the sea is calm and blue. The climate is a perfect tropical, deep and vast, and the water is so clear and so pure, that the most delicate of the sea's creatures, the fish, are found in the most abundant quantities.

Before the war every year 50,000 visitors passed through Abbiadori. For all seasons are there. The best results, however, are obtained in the summer months. The climate is so perfect, that the most delicate of the sea's creatures, the fish, are found in the most abundant quantities.

Another charming climate and beautiful resort is Capri. Capri, near Naples, about one hour from Naples, is a beautiful island, the most beautiful of the finest island resorts in Europe, and has no doubt the most perfect climate in the world. The climate is so perfect, that the most delicate of the sea's creatures, the fish, are found in the most abundant quantities.

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(1) Portofino, Italy. (2) Capri, Italy. The Coast Case.

Directly across, so far as vegetation is concerned, to be a strip from the big water. Portofino is a beautiful island, the most beautiful of the finest island resorts in Europe, and has no doubt the most perfect climate in the world. The climate is so perfect, that the most delicate of the sea's creatures, the fish, are found in the most abundant quantities.

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